

Status of Green Power Marketing in the U.S.

Lori Bird, Energy Analyst

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What is Green Power and Why?

- *What:* differentiated electricity product typically containing significant renewables
- *Why:*
 - Utilities/Providers: new business opportunity; provide customers options
 - Business Customers: show environmental stewardship
 - Consumers: they care about the environment

What We Know About Consumer Preferences for Clean Energy



- ▶ **National polls show widespread support**
 - 57% to 80% of those polled consistently indicate that they would pay a premium for environmental protection or for renewable energy

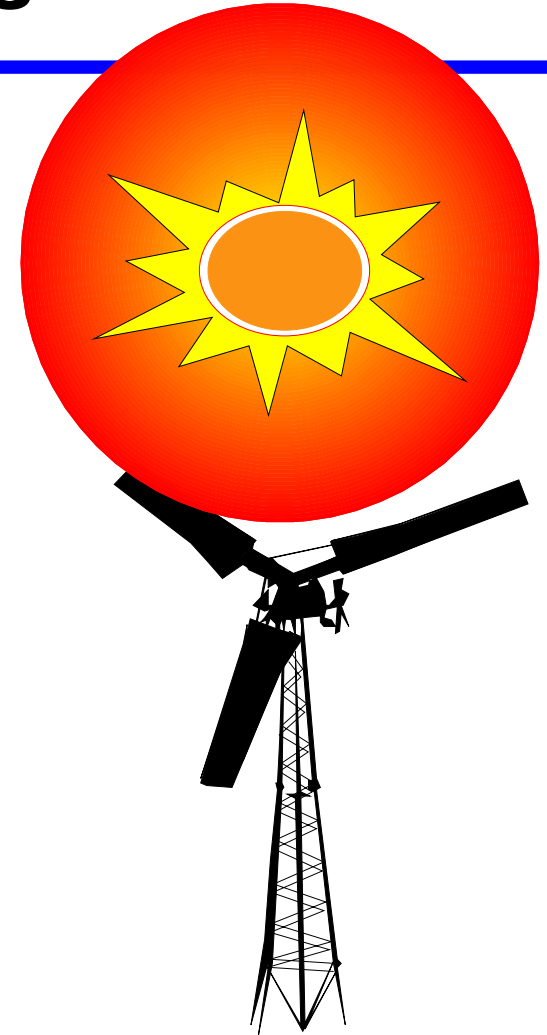
- ▶ **Utility market surveys show similar levels of customer support**
 - 70% willing to pay at least \$5 per month more
 - 38% willing to pay at least \$10 per month more
 - 21% willing to pay at least \$15 per month more

Solar and Wind are Preferred Energy Resources

Energy
Resource

Somewhat or
Strongly Favor

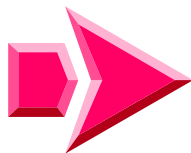
Solar	93%
Wind	91%
Natural Gas	83%
Geothermal	71%
Landfill Gas	64%
Forest Waste	59%
Nuclear	31%
Coal	24%



Source: *National Renewable Energy Laboratory, July 1999*

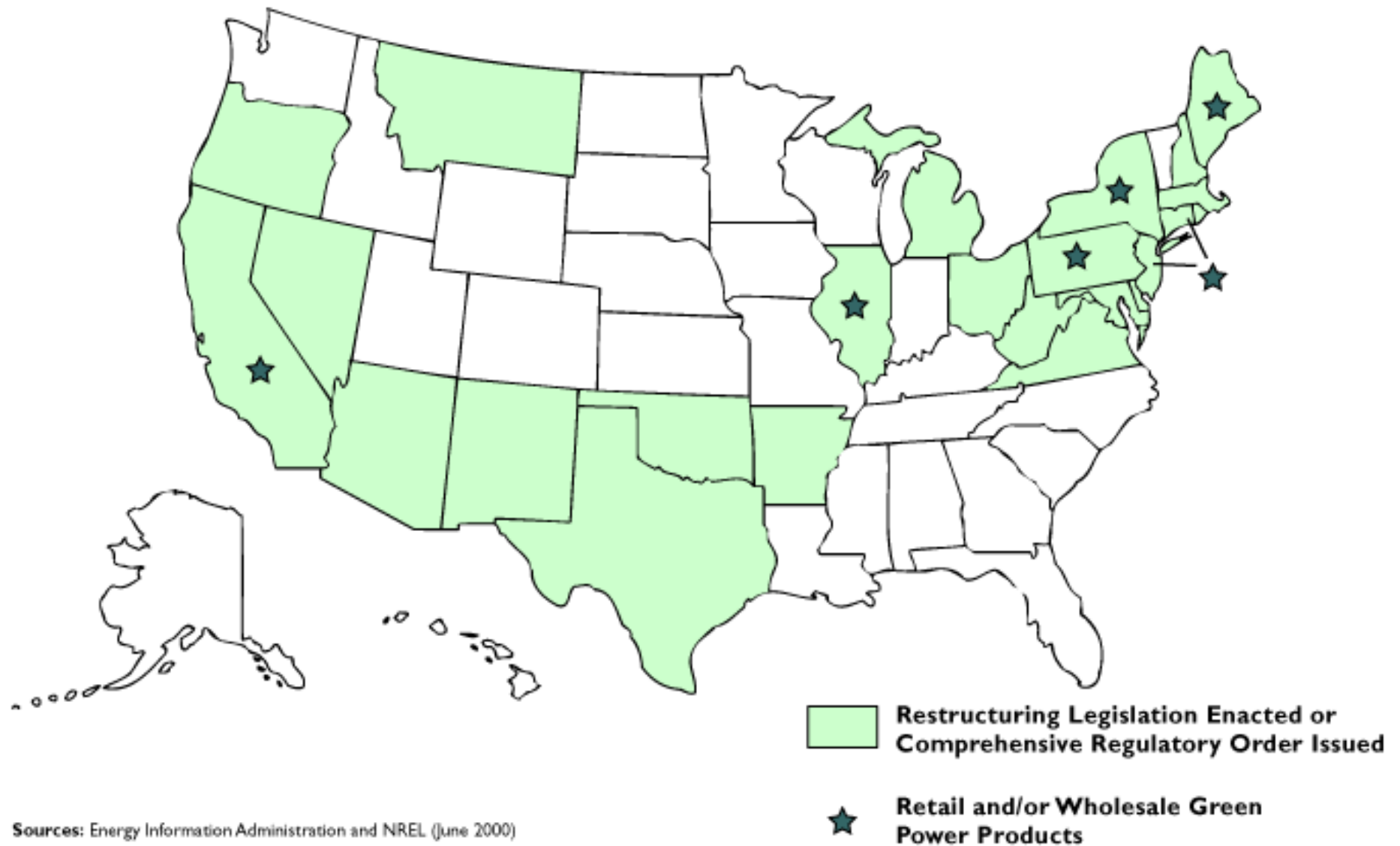
Markets for Green Power

- Competitive Markets
 - Retail green power in CA, PA, NJ, ME, CT
 - Wholesale products in CA, NY, IL
- Regulated Markets
 - 80+ utilities offer green pricing programs

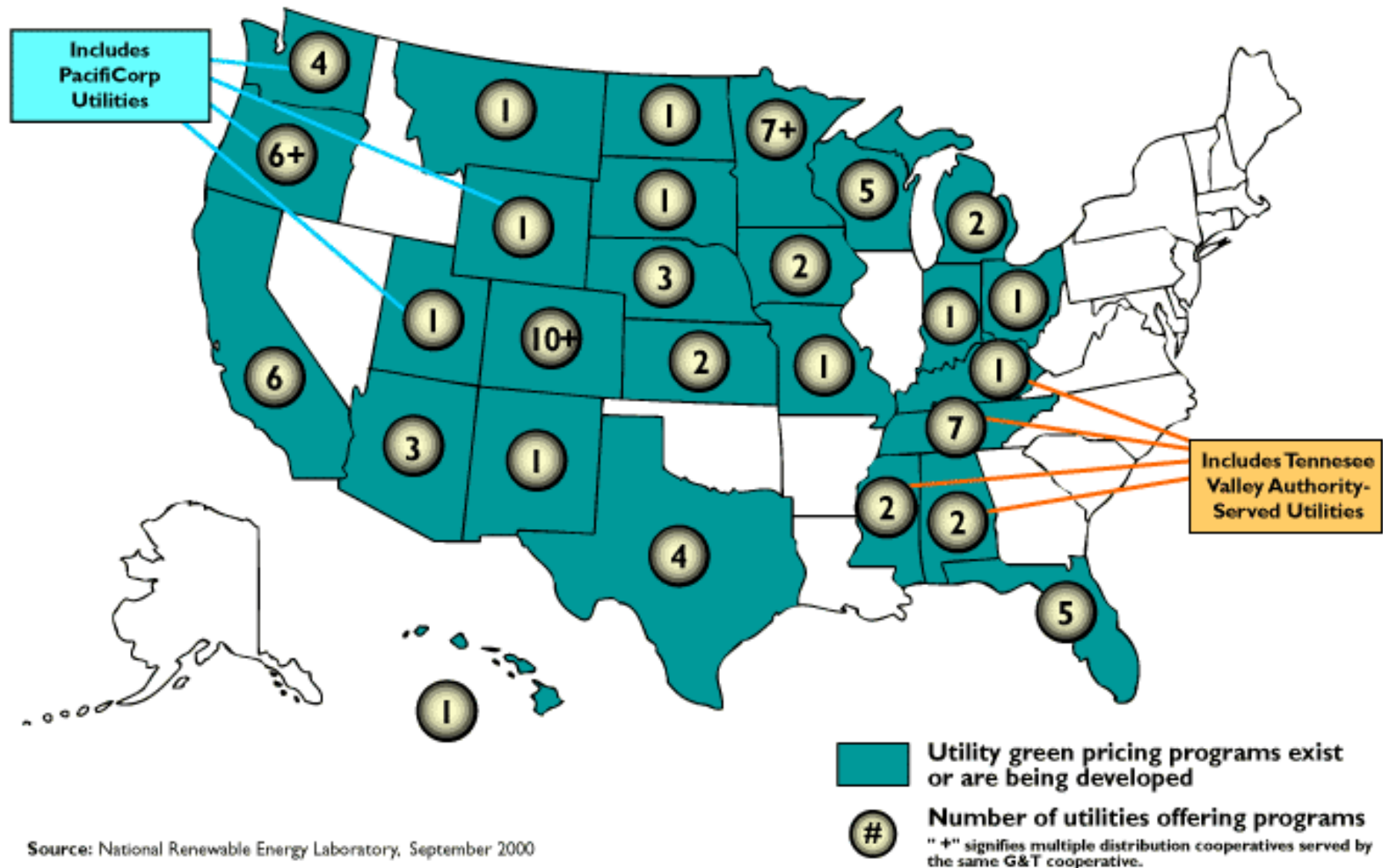


**More than 1/3 U.S. consumers
can now choose green power**

States with Competitive Green Power Offerings

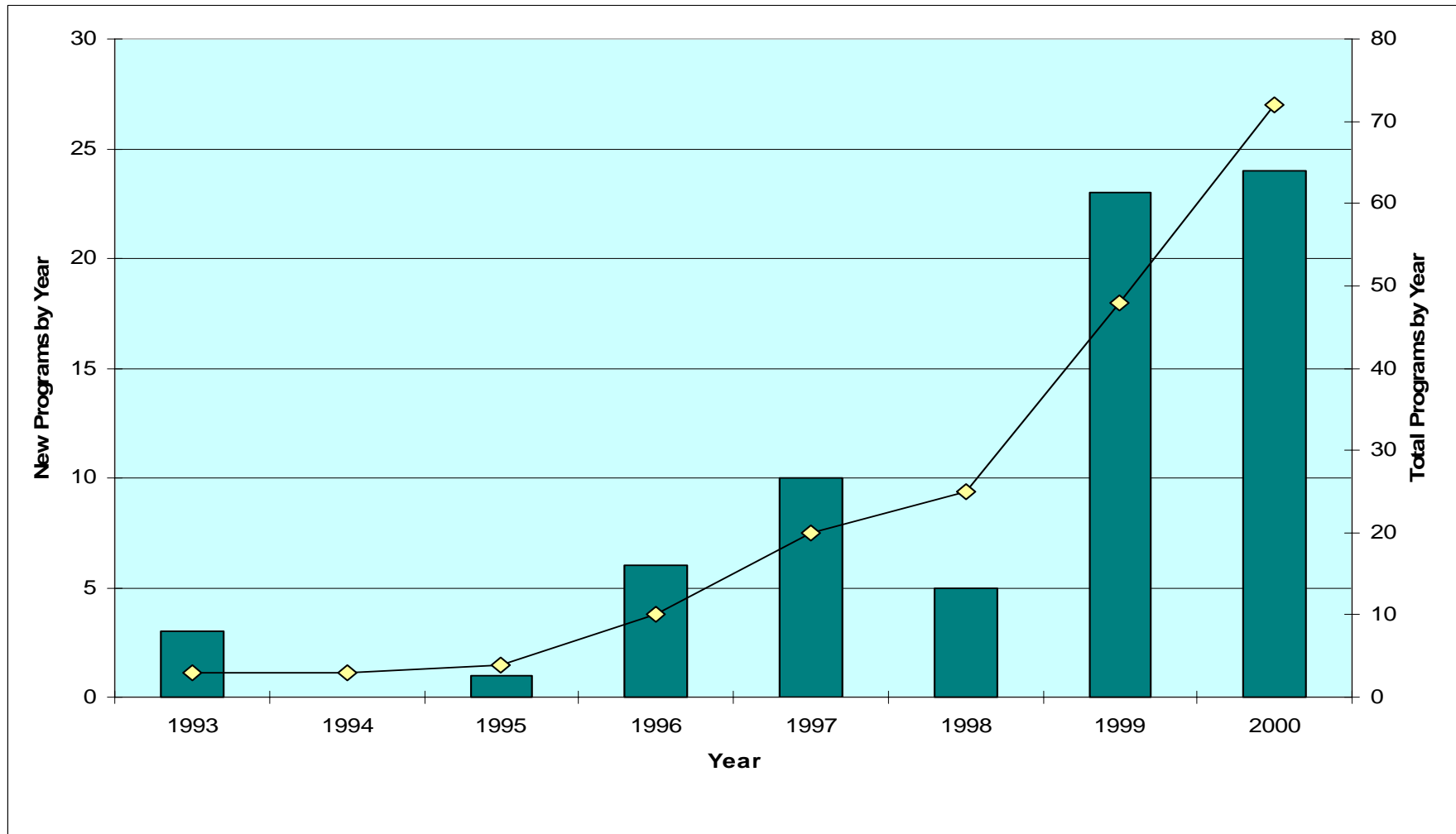


Utility Green Pricing Activities



Source: National Renewable Energy Laboratory, September 2000

Number of Green Pricing Programs (1993 to Date)



Customer Response



Foot Creek Rim, WY
Bonneville Power Administration

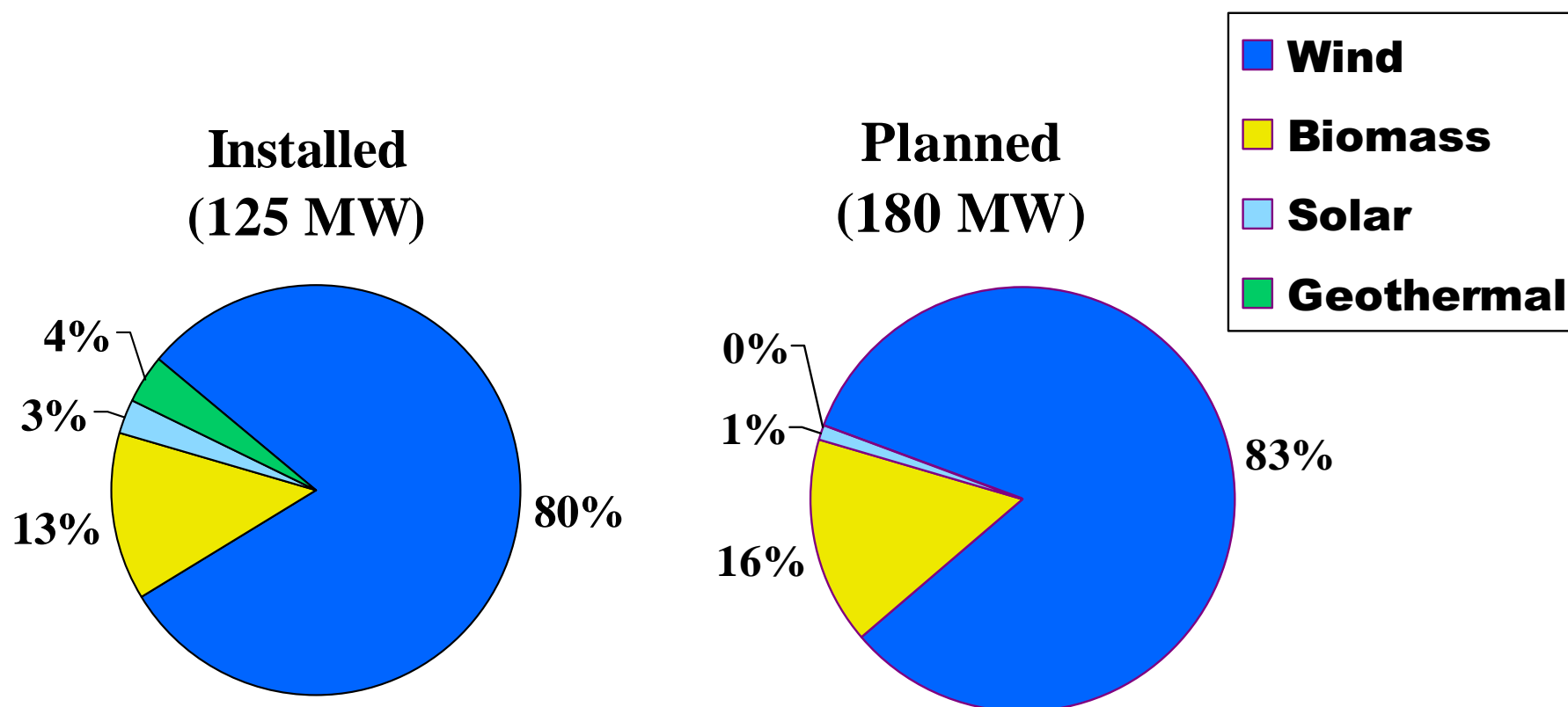
Competitive Marketing

- ~1-2% choosing green in active markets
- In Pennsylvania, ~15% of those who switched have chosen green power

Green Pricing

- Participation rate generally 1-2% of eligible customers; most successful program ~5%
- Premiums of 0.1-5.0¢/kWh; Average customer spends about \$5/month

Resources Installed and Planned to Meet Demand for Green Power





THE clearinghouse for
information on the
electric power industry's
green power efforts.

The Green Power Network provides news on green power markets and utility green pricing programs. You will find up-to-date information on green power providers, product offerings, consumer issues, and in-depth analyses of market issues and policies affecting green power markets.

<http://www.eren.doe.gov/greenpower>